

## What You Can Do

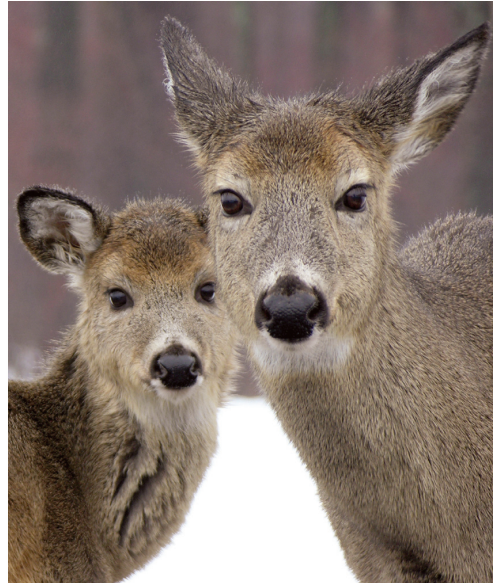
- Stay aware, awake, alert and sober.
- Safety belts are your best defense in any collision.
- Be especially alert in spring and fall, but keep in mind that car-deer crashes occur year-round.
- Heed deer crossing and speed limit signs.
- Deer are herd animals and frequently travel in single file. If you see one deer cross the road, chances are there are more waiting. If you see one, slow down.
- Be especially alert for deer at dawn and dusk.
- Don't rely on gimmicks. Flashing your high-beam headlights or honking your horn won't deter deer.

## If a Crash Is Unavoidable

- Don't swerve!
- Brake firmly
- Hold onto the steering wheel
- Stay in your lane
- Bring your vehicle to a controlled stop

## After a Crash

- Pull off the road. Turn on your emergency flashers and be cautious of other traffic if you leave your vehicle.
- Don't attempt to remove a deer from the roadway unless you are convinced it is dead. An injured deer's sharp hooves can easily hurt you.
- Report a crash to the nearest police agency and your insurance company. Car-deer crashes are typically covered by the comprehensive portion of your insurance policy and should not adversely impact your rates.
- Police or DNR conservation officers may issue you a permit to keep the deer.



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# Car/Deer Safety Begins With You



## Don't Veer For Deer!

**Buckle Up, Stay Alert, Slow Down**



# Deer Demand Our Attention



Car-deer crashes are a year-round problem that deserves the attention of the motoring public. Every year in Michigan, car-deer crashes take the lives of drivers or their passengers, cause thousands of serious injuries, and result in millions of dollars in property damage.

The state's 1.75 million-strong deer herd is most active in spring and fall, but it is autumn when the largest percentage of crashes occur. Car-deer crashes are at least a \$130 million a year problem in Michigan. The average car-deer crash causes about \$2,135 in damage, usually to the front end, often leaving the vehicle undriveable.



When you see a deer on the roadway ahead, you sometimes have only a brief moment to react. And you may not know the right thing to do. Statistics show that most motorist deaths and injuries occur when drivers swerve to avoid hitting the deer and strike a fixed object, like a tree, or hit another vehicle. No one wants to see a deer destroyed, but striking the animal is often the safest action.

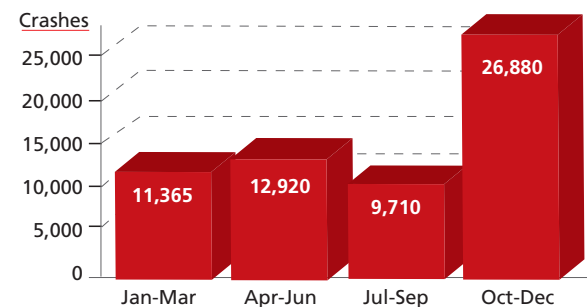
## Deer – Vehicle Collision Facts

- In 2006 there were 60,875 reported car-deer crashes. However, because as many as half of all car-deer crashes may not be reported, the total is likely much greater.
- Twelve motorists were killed (compared to 9 in 2005) and 1,477 persons were injured (compared to 1,701 in 2005).



- Motorcyclists are especially vulnerable to injury or death in vehicle-deer crashes. Over 80% of motorcycle-deer crashes involve an injury and in 2006 fatalities increased.

### All 2006 Motor Vehicle-Deer Crashes By Quarter

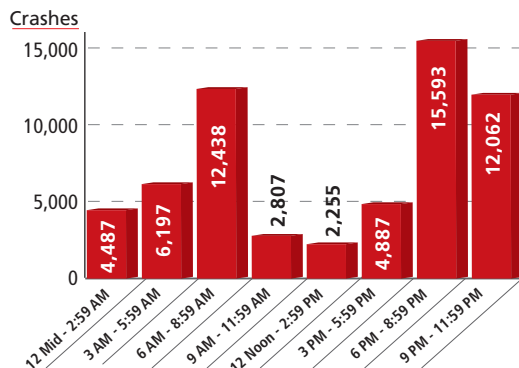


- About 80% of all car-deer crashes occur on two-lane roads between dusk and dawn.

- Car-deer crashes occur all year, but they are especially prevalent during the fall mating season (Oct. 15-Dec. 15) and during spring when deer seek out the first green grass near roads.



### 2006 Time of All Motor Vehicle-Deer Crashes



- Due to rapid development in previously rural areas and a statewide deer herd four times larger than in 1970 - and 10 times larger in southern Lower Michigan - the problem is not going away.